

Glass Packaging in Western Europe

April 2023

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REGIONAL OVERVIEW

Western Europe behind Asia Pacific in glass packaging market size

Glass bottles and jars used for different products, but both see similar growth rates

Retail glass volume growth rates stabilise after 2020

Position of glass across beverages, beauty and food in Western Europe

Establishing the Western European context: Stabilisation for glass in the retail channel

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Glass packaging innovation driven by sustainability

Germany remains largest country for glass packaging

Turkey and UK dominate growth for glass bottles

Overall increases in use of glass in retail units between 2016 and 2021

TOP APPLICATIONS

Beverages are key to glass fortunes: Beer most important and largely resilient

Absolute growth in bottles led by Turkey and in jars led by Germany

Pumps dominate in beauty and personal care, while metal closures prevail in beverages

Smaller sizes grow for beverages in 2021, whilst larger formats increase in packaged food

301-500ml sizes dominate over all others thanks to beverages

FORECAST PROJECTIONS

Turkey the most dynamic market for glass beverages packaging

Traditionally strong glass categories to remain strong, with RTD drinks forecast to grow

Positivity for glass in beverages, despite challenges from other packaging types

Italy to lead absolute growth in glass food packaging over forecast period

Italy and Turkey show positivity for glass in food packaging, in contrast to Germany and UK

Germany and UK to remain largest for beauty and personal care glass packaging

Beauty and personal care products associated with socialising will recover

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France: Competitive and retail landscape

Germany: Market context

Germany: Competitive and retail landscape

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Italy: Competitive and retail landscape

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Netherlands: Competitive and retail landscape

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